



FOR IMMEDIATE RELEASE

Media Contact:  
**Becca Douglas**  
Phone: +44 207 264 0261  
Email: [Becca.Douglas@lesmills.com](mailto:Becca.Douglas@lesmills.com)

## **HOW TO ENSURE YOUR FITNESS GOALS SURVIVE WINTER**

New streaming service gives you easy access to proven workouts, anytime, anywhere.

Between holiday binge-eating, contagious colds, and diving temperatures, winter is out to sabotage your new year fitness resolutions.

This season, you can hibernate from the blustery cold, or generate your own heat indoors. Streaming technology is taking the fitness world by storm which means you can now get a serious workout session without leaving home.

LES MILLS™ On Demand is a new streaming workout service that is the perfect weapon to conquer your winter battle with inactivity. Whatever your style there's a workout to suit – weight training, martial arts, core training, new yoga, indoor cycling, and dance. You can also get the benefits of high-intensity interval training on your digital device.

All the workouts are scientifically structured to challenge, reward and drive results for any fitness level from beginner to athlete. Gone are the days of fitness DVDs that date after several uses. LES MILLS On Demand adds new workouts every week, so there's no chance of 'exercise boredom' creeping in.

All the workouts stream via the Les Mills website or through free apps on your iPad, Android tablet, Android TV, Kindle Fire tablets and Amazon Fire TV. You can also cast your workouts to Apple TV and Chromecast.

A free 10-day trial is the perfect way to try out the portfolio of workouts. A monthly subscription is £9.99, and can be purchased at [www.lesmills.com/ondemand](http://www.lesmills.com/ondemand)

### **About Les Mills**

Les Mills is on a mission to create a fitter planet. Find out more at [www.lesmills.com/about-us](http://www.lesmills.com/about-us)

**ENDS**

Notes to editors

**For more information, please contact:**

[press@lesmillsondemand.com](mailto:press@lesmillsondemand.com)